



EAGL
EMIRATES AMATEUR
GOLF LEAGUE

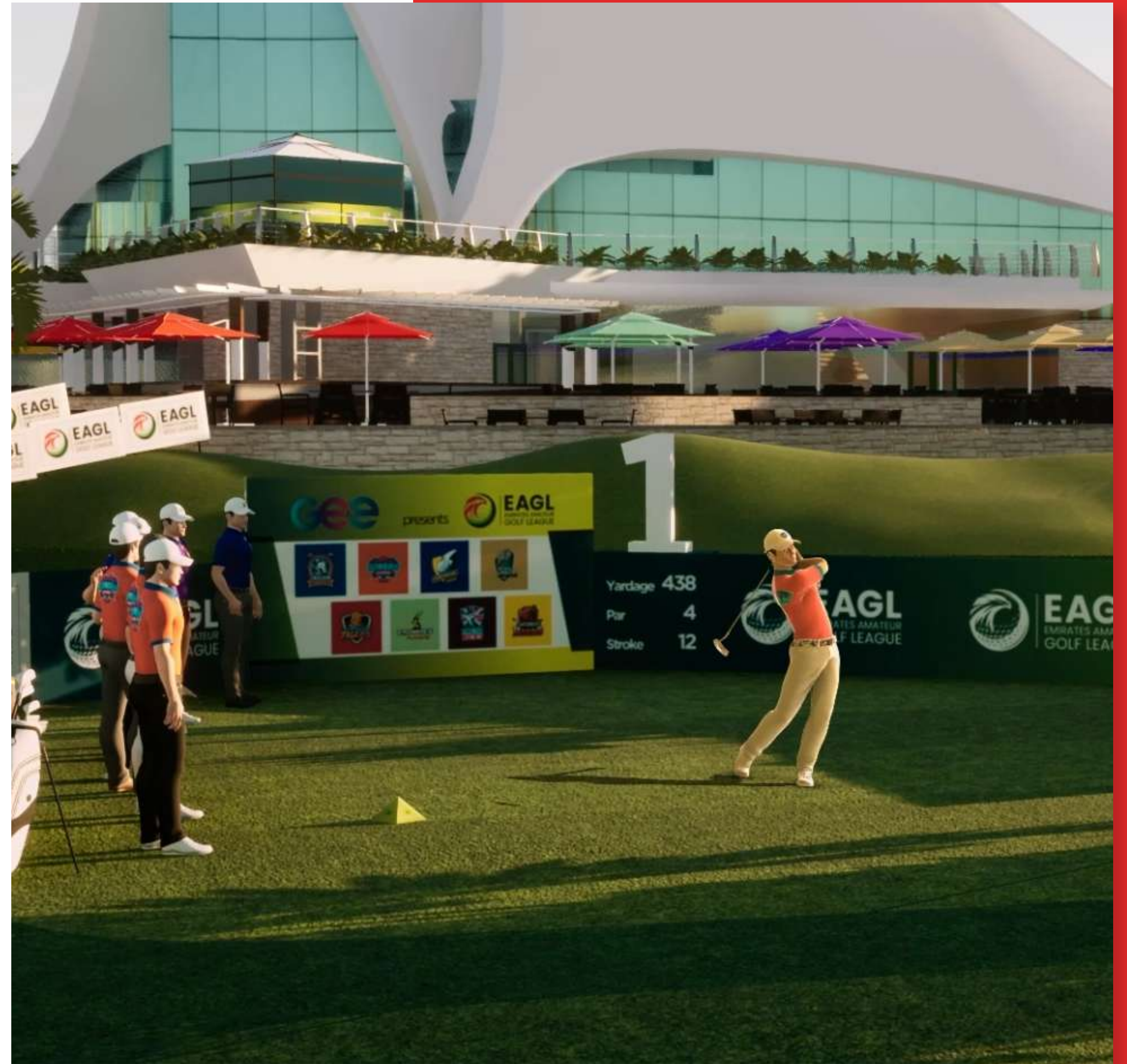
WORLD'S FIRST
Franchise-based Golf league

Presentation for Title Sponsor

SANCTIONED BY



STRATEGIC PARTNERS





THIS PRESENTATION WILL TAKE YOU THROUGH



EAGL
Concept



Benefits of
the
Title Sponsor



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GOLF LEAGUE



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EAGL IS ALL ABOUT



CONCEPT VIDEO



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THE LEAGUE **HIGHLIGHTS**



November 2021 - January 2022

 [**www.eagl.ae**](http://www.eagl.ae)



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PROMOTERS

The EAGL is the brainchild of Sudesh Aggarwal, a passionate and well-known amateur golfer and Chairman of Dubai-based Giant Group of Companies. Mr. Aggarwal has featured in the Arabian Business "50 Richest Indians in the GCC" and "100 most powerful Indians in the Gulf." A SPV, by the name JUST GOLF LLC, has been formed that shall own the IP rights of EAGL.

Aggarwal is supported by an experienced team of professionals. His vision of EAGL is "To create value through amateur golf for all stake holders - Team Owners, Sponsors, Partners, Players and Organizers and contribute to the promotion of golf in the UAE."



SUDESH AGGARWAL
CHAIRMAN - EAGL

BRAND AMBASSADOR

Shiv Kapur, one of India's leading professional golfers, is a three-time champion on the Asian Tour and was the Rookie of the Year on the Tour in 2005. The Dubai resident also won twice on the European Challenge Tour, including the 2013 Challenge Tour Grand Final.

Shiv Kapur was part of the history-making Indian team at the 2002 Asian Games in Busan, where he won the individual gold medal. Later, in 2013, he was the brain behind the Premier Golf League, which was based on the successful Indian Premier League model and featured major champions Darren Clarke, Angel Cabrera, Michael Campbell and Shaun Micheel.



SHIV KAPUR
PROFESSIONAL GOLFER

GALA LAUNCH

On January 20, 2021



EAGL IN MEDIA

EAGL adds new dimension to amateur golf in the UAE
Gulf Today



From left: Priya Kumaria, Sudesh Aggarwal, Taimur Hassan and Khalid Mubarak Al Shamsi and Bobby Fiala at the launch of the newly conceptualized Emirates Amateur Golf League.

Billed as perfect platform for budding stars, Emirates Amateur Golf League (EAGL) is a first-of-its-kind franchise-owned amateur event in the world, has been launched in the UAE. Over next few months, corporates and individuals will be invited to buy teams, with each one comprising a squad of 24 players and two pros as coaches



Reality (golf) TV

Meet the man behind the ambitious Emirates Amateur Golf League, a world-first concept poised to positively disrupt the golfing landscape
BY KENT GRAY

"It will be a lot of fun and entertaining... there will be pride at stake."

match - before semifinals and a grand final. Aggarwal's beloved Creek has been teed up to host the first matches. "We will make all efforts to take this league many notches up from the usual corporate golf days, and to the level of professional tour events," Aggarwal said. "There will be extensive opportunities for branding, hospitality, networking, entertaining clients and PR." Ambitious? Yes. But there is something intriguing about the concept that might just see it fly. We sat down with

Inicio > News > **EAGL, world's first franchise-based amateur golf league, promises to be a game-changer for players and sponsors in the UAE**

JANUARY 21, 2021
EAGL, World's First Franchise-Based Amateur Golf League, Promises To Be A Game-Changer For Players And Sponsors In The UAE

Golf: EAGL promises to be game-changer for players

Team KT/Dubai
Filed on January 23, 2021

Khaleej Times



DUBAI SPORTS TV



ARY DIGITAL TV

Gulf Today



Golf Digest

Middle East Events

Khaleej Times



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All About
EAGL

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PROPOSED TEAMS



The above are proposed names only and can be changed.



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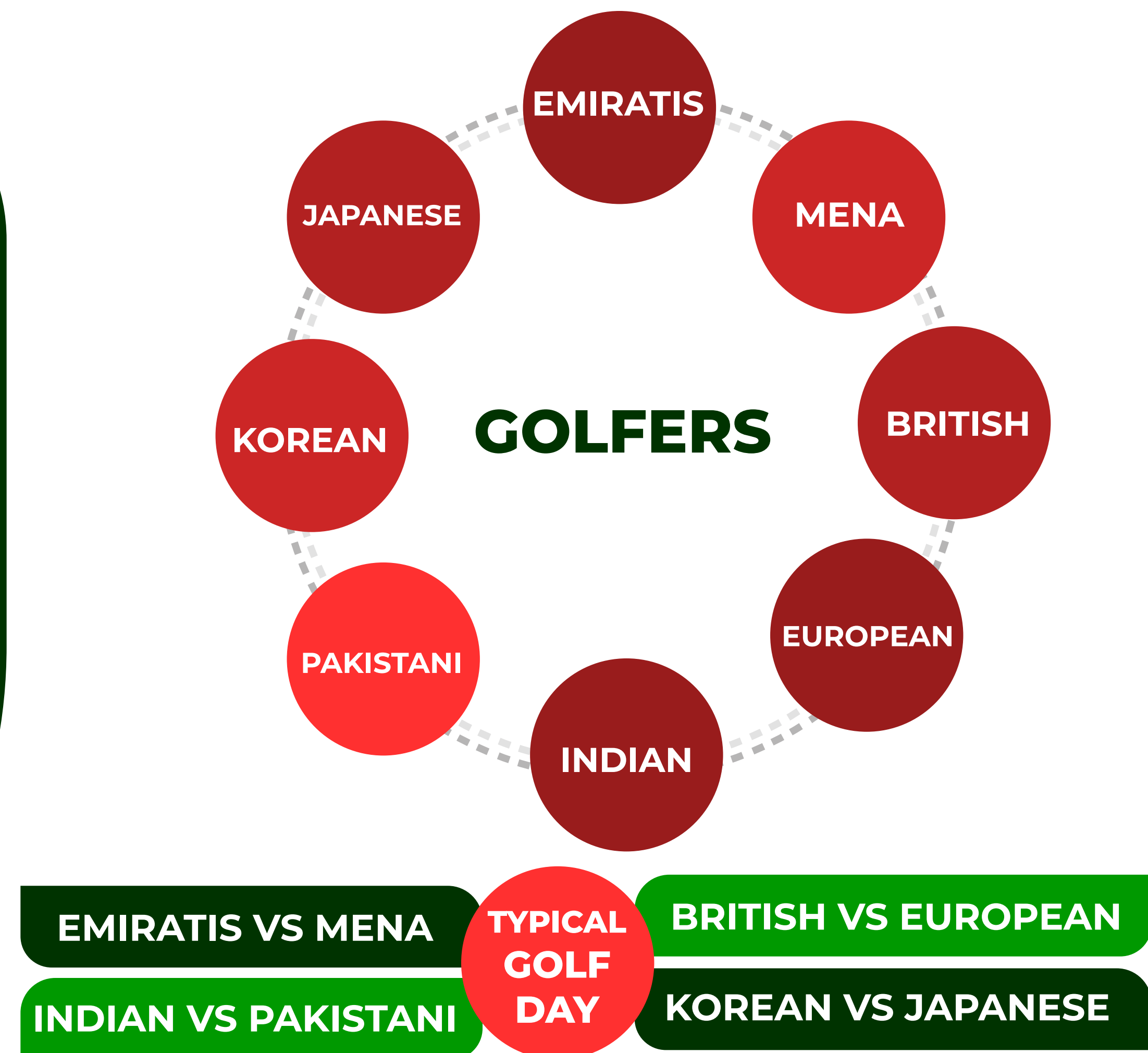
TOURNAMENT

Emirates Amateur Golf League will be a unique Ryder Cup style league tournament.

Passion, Excitement and intense rivalry is guaranteed to mark each match played by the teams. There will be a lot of pride at stake for the Team Owners and the Golfers.

Each Team will play against the other seven on a round robin basis to get a birth in Semi-Final, followed by the Final, to win the honors, prize money, the stunning, customized EAGL trophy and bragging rights for the whole year.

The UAE being a melting pot of various cultures and nationalities with some of the finest golfing infrastructures in the world, there can be no better place to host the world's first franchise-based amateur golf league.



REACH AUDIENCE

Estimated

Primary Audience (UAE)



Total - 10 Million
Target - 617 k

Secondary Audience (Int'l)



Total - 60.75 Million Golfers (2015)
80.00 Million (2020 Estimated)
Target - 1.5 Million

MEDIA TITLES

(Proposed to Reach Target Audience)



GULF NEWS 

Khaleej Times

 The National

Gulf Today



البيان
القارن عالمياً
المسرات

الاتحاد

الإمارات اليوم
الأقرب إليك

الرؤية

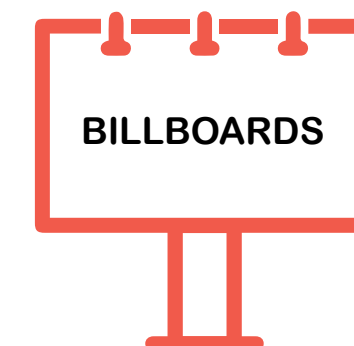
Gulf Business

ArabianBusiness

WHAT'S ON

dubaieye
103.8


LIVE
STREAM



TANGIBLE FINANCIAL BENEFITS VALUATION

Per Team Estimated US \$



Total Benefits Valuation US\$ 570k



INTANGIBLE BENEFITS

Estimated

Media
Exposure



Brand
Exposure



Speaking
Opportunities

Networking
11,000



PR Reach
50 Million



PR Ad Value
US\$ 600k



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MEDIUM FOR BENEFITS

EAGL Events



Digital Media



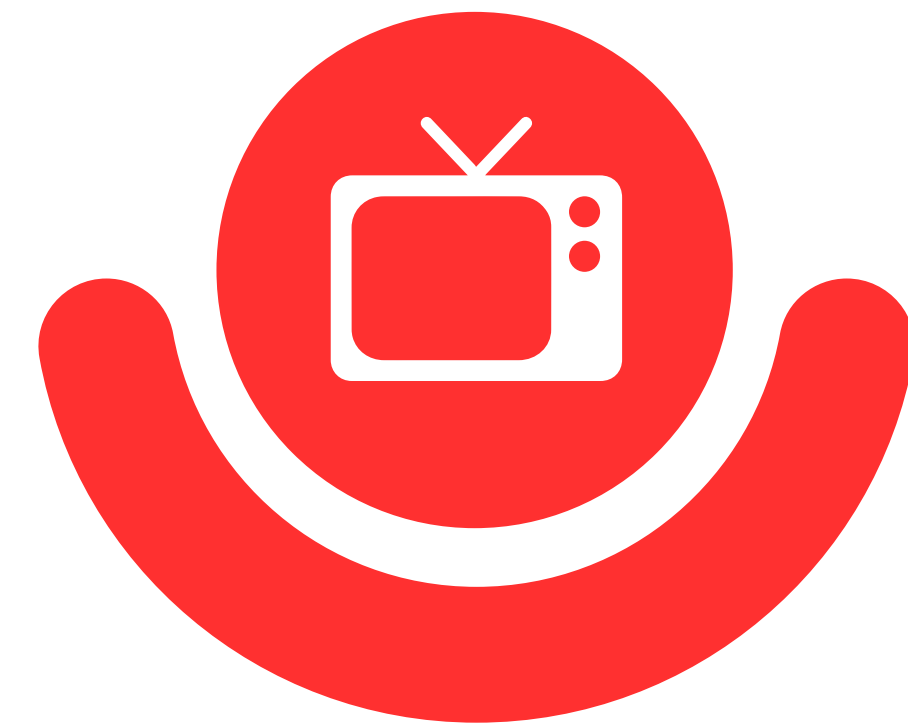
Live Broadcast



Radio



Television



Newspapers



Social Media



Magazines



Golf Clubs



Golf Federations





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DELIVERABLES 1/2

(by EAGL to Title Sponsor)



MEDIA

- EAGL shall be named as of the Title Sponsor
- Press Releases : At least once a month from July 2021
- Press Conference: September 2021
- English & Arabic Newspapers : 16 FP Ads & Editorials
- Golf & Business Magazines : 8 FP Ads & Editorials
- 32 Pages EAGL Supplement (Digital)
- Radio Interviews & Promotions
- Social Media Posts : 3 - 4 per week from July 2021
- EAGL Website : Super Active with latest news & promotions
- EGF Website : Dynamic EAGL Banner
- Email Blasts : Several to reach 500,000



LAUNCH PARTY

- Branding at the Venue
- Branding at the Stage Backdrop (LED 24m x 4m approx.)
- Advertising Spots : 20 Sec x 5 times
- Invitations : 100
- F & B for 100
- Speaking Opportunity
- LIVE Broadcast
- Interviews
- Entertainment

DELIVERABLES 2/2

(by EAGL to Title Sponsor)



ON GOLF DAY

- **Branding** : On Welcome Arches - 2 or 3 nos., Parking Bays, Registration Area, Locker Rooms, Breakfast & Lunch Area Teams & Sponsors Lounge, Players Walkway, 1st Tee
- **Banners** : Driveway - 5 Nos, Putting Green - 2 Nos, Practice Area - 2 Nos EAGL Holes - 6 Nos
- **Flags** : 15 - 25 Nos. Size 4m x 1m
- **Bespoke Title Sponsor Hole** : Banners - 20 Nos
- **Invitations and F & B** : For 100
- **Press & Media Coverage**
- **Production cost of Branding**

Concept Video 

Live Broadcast

Broadcast on Channels of EAGL & Others
Youtube / Facebook / Zoom

TV (to be confirmed)

Advertising Spots - 10 Sec x 3 per hour
Interviews



CLOSING PARTY

- Branding at the Venue
- Branding at the Stage Backdrop (LED 24m x 4m approx.)
- Advertising Spots : 20 Sec x 5 times
- Invitations : 100
- F & B for 100
- Speaking Opportunity
- LIVE Broadcast
- Interviews
- Entertainment

OTHERS

Billboards
in Abu Dhabi & Dubai - 1 each



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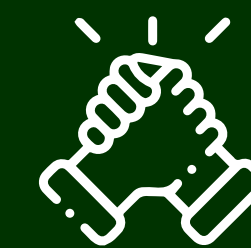
A MUTUALLY FRUITFUL PARTNERSHIP



PHILOSOPHY

A **unique and exclusive** opportunity to be a league Title Sponsor and benefit from associating with EAGL.

The success of EAGL hinges on the partnership between EAGL and the Title Sponsor, Team Owners, Sponsors & Partners.



EAGL COMMITMENT

EAGL is committed to ensure value for the Title Sponsor as your support is vital for the success of the League.

DISCLAIMER

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GET IN TOUCH

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Thank you